

Indian opposes 'Custer' video game

By Laurie Moses

"Custer's Revenge," a video game which will be distributed beginning in November, has drawn criticism from an Indian tribal group.

"We need public pressure to stop this game from being put on the market. If this game is put on, this firm may try another ethnic group on their next game. They could put down the Jews, the Arabs, the slaves. We have got to stop it now," said J.R. Cook, executive director of the United National Indian Tribal Youth, Inc. Cook spoke in the Nebraska Union Tuesday afternoon.

In "Custer's Revenge," Custer is dressed in only boots and a hat. The object of the game is to have Custer couple with a young nude Indian maiden. The player earns points by coupling the two together as many times as possible.

"A 70-year-old woman started a petition drive to try and stop American Multiple Industries (the marketer) from distributing this game. I'm not the only one working on this thing. Many diverse groups are opposing it. NOW (National Organization for Women) marched in New York against this game," Cook said.

The company plans to market the game beginning in November by distributing about 750,000 of them all over the country.

Stuart Kesten, president of American Multiple Industries, said in an article in the Daily Ardmoreite from Ardmore, Okla., that he doesn't think the game is bad.

"Our object is not to arouse, our object is to entertain," Kesten said.

But Cook said he disagreed.

"We need public pressure to oppose this thing. If there is a store selling this product, and it's in a shopping center, we should boycott that shopping center. Use your imagination in what we could do to oppose this," Cook said.

"I am not aware of this sort of thing right now," said a representative from Cinema X in Lincoln. "We don't handle video games anymore, but there is always a slim possibility that we will sell it later," he said.

One of the groups opposing the game is Atari Inc. An article in the Oct. 16 edition of The Saturday Oklahoman & Times from Oklahoma City reported that Atari Inc. is taking legal action against American Multiple Industries. Michael Moone, President of Atari's consumer electronics division, said he is upset that American

Multiple Industries is creating sex-theme products for use in Atari consoles.

"This is an opportunity for the Indian people to get good first. We want to change something negative to something positive. We've had all we're going to take. Let's get something done," Cook said.

". . . The Indian people, by themselves (cannot) eliminate this offensive, racist video product from the market. We applaud the local and national groups who are taking a stand to acquaint the public and to prevent the manufacture and sale of this game," Cook said.

"We're trying to promote cultural pride among Indians and this certainly doesn't help. Hopefully, a lot of people will have enough decency not to buy something like this," he said.